

MARLBORO MENTHOL  
DIRECT MAIL  
SEPTEMBER -- 1994

Double Click for

MENTHOL SUMMARY

PROJECT CODE = K18

INCENTIVE	QUANTITY	# OF COUPONS	REDEMPTION	UNIT COST	TOTAL	VENDOR
SELF MAILER TO COMPETITIVE SMOKERS	1,600,000			\$0.631	\$1,009,600	
MAIL TO 70.0% OF 2,3MM ELIGIBLE SMOKERS						
COUPONS						
(2) \$3.00 OFF CARTON COUPON 80%	1,280,000	2	25.0%	\$3.100	\$1,984,000	
(2) \$1.00 OFF 2 PACKS 20%	320,000	2	30.0%	\$1.100	\$211,200	
25 BONUS MILES CERTIFICATES	1,600,000	1	5.0%	\$0.675	\$0	
FAVORABLES(UNFAV.)					525,000	

NOTE: BONUS MILES FUNDED FROM 17B - \$70,000

TOTAL BUDGET

\$3,730,000

	UNITS MOVED (000'S)
\$3.00 OFF CARTON	128,000
\$1.00 OFF 2 PACKS	7,680
INCREMENTAL - 100.0%	135,680

\$27.49 CPM

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